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# Fairview Farm Seed Company

SIDELL, ILLINOIS

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HARVEY J. SCONCE



# **FAIRVIEW FARM SEED COMPANY**

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## **SIDELL, ILLINOIS**



Fairview Farm from an Aeroplane

Owned and Operated by  
**HARVEY J. SCONCE**

President  
Illinois Agricultural Association  
Illinois Seed Corn Breeders' Association

Member  
Illinois Corn Growers' Association  
American Breeders' Association  
International Live Stock Association  
Luther Burbank Society

Advisory Member  
State Board of Agriculture

Crop Committee  
Illinois Experiment Station

ILLINOIS PRINTING CO.  DANVILLE, ILLINOIS

## TO OUR PATRONS

We present this booklet of seed corn to our friends with the satisfaction of knowing that we have accomplished some extraordinary results in the scientific breeding of corn since issuing our last catalog. Not only have we grown the finest crop of Reid Yellow Dent Corn and Johnson County White Corn that was ever grown on Fairview Farm, but we have perfected, after five years of work, a new variety of early yellow corn that will meet with universal favor all over the corn belt.

This new variety is **SCONCE'S LOW-REID HYBRID**, shown below, and is the result of hybridizing our finest bred Reid Yellow Dent with the Low Corn that we have been growing for the past years in co-operation with the University of Illinois Experiment Station.

This low corn has been bred and selected for the extreme low ears until this year we are taking seed from the stalks having ears that touch the ground, showing that it is possible to grow the ears at any height from the ground that you may desire.



Recording the Crossings by Hand Pollination



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The Reid Yellow Dent usually has the ears placed about four feet from the ground, and these ears being crossed with the low corn with ears one foot from the ground five years ago, has resulted in a variety of corn, an average of one thousand stalks showing the ears to be three feet two inches from the ground, or just the right height for easy husking. In breeding this corn we have also tested every ear for germination that we have planted and eliminated all *Fusarium* diseased ears until we have practically a disease-resistant variety as well. The ears being placed so low on the stalk with a heavy stalk below the ear, makes it wind-resistant to the extent that this corn will withstand the heaviest storms, while the large standard varieties will fall.

This corn is ten days earlier than the Reid Yellow Dent, as the Low corn is very early, consequently when we have combined such desirable characteristics as a wind-resistant, disease-resistant, low-eared, early-maturing variety that will yield as well as the great Reid Yellow Dent, then we believe that we have accomplished something worth while.

In the photograph showing this corn you will notice that there are nine ears showing; that seven are all of the same height from the ground—about three feet—while there is one only one foot from the ground with the other one in the same hill five feet from the ground. This shows the Mendelian segregation that is to be expected for the first few generations, as the pure characteristics of both the Low and the Reid corn will develop in each succeeding crop for a few seasons, but these are now recessive characters; another year will practically eliminate all the high and low ears, so that the corn that will be grown another year will be of uniform height.

One of the big farmers of the state spent quite a while in this field of corn last fall just before harvesting the crop and was so impressed with the new variety that he placed his entire order for this corn, although he expected to purchase the standard varieties.



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The price of the Sconce's Low-Reid Hybrid is—

\$8.00 per bushel for one to five bushels.

\$7.00 per bushel above five bushels.

Either ear or shelled.

Our other specialty is our variegated decorative varieties of corn, that are truly the wonder of the seed corn world, known as Sconce's Rainbow Corn.

The foliage of the plants are of varied colors. Instead of the plant being in the customary green we



Sconce's Low-Reid Hybrid

are now growing these varieties in tan, royal purple, pink, crimson, white, and then the combinations of all these colors. Some plants will be green, white, and red all in the same leaf, others green and white, others purple and green, and others crimson and white, according to the way the crosses were made. This was all brought about by the hand pollination and hybridization of varieties combining the different colors, until we now have a small quantity of seed for distribution that has never before been offered to anyone anywhere in the world.

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The object of this corn is to furnish a decorative plant for the city gardens and suburban gardens as well; and to replace the tall growing flowers of the gardens as they are grown now. The new corn plant, with its beautiful colors all summer, add to the decorative scheme, and when the flowers die in the fall you have the corn left that will furnish feed for the animals and chickens that you may have. It is a dual purpose plant inasmuch as it is a beautiful flower and a productive one as well.

The first time that this plant was placed on exhibition was at a banquet in one of the big hotels of Chicago last summer, when the table was decorated with the tassels, ears and leaves of all the beautiful colors.

Guests from ten states were among the forty assembled and they pronounced it the most attractive table decoration ever shown.



Sconce's Rainbow Corn

Try a package of this newest creation of the plant world, in your garden this next year. Sold only in packages of size suitable for gardens. 50c. each.

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The corn breeding work on Fairview Farm consists of the hybridization of various varieties, also the hand pollination of various strains within the same variety.

This is carried on by the use of the pollinating-device and oiled paper bagsshown in the accompanying picture.

With this device we are able



Pollinating Device

to perpetuate and intensify the desirable characteristics of any strain of corn or to eradicate the undesirable feature of any individual plant, thereby controlling the future destiny of the race.

We now have fourteen years' work of corn breeding by the ear to the row method. Corn of Fairview Farm this past year is only two years removed from these breeding grounds. Consequently we are able to take seed from any field.

This method of ear-to-the-row breeding gives an absolute test on the power of reproduction of an individual ear of corn.

With the element of environment placed on a comparable basis in reference to all the ears in the plot, we have to deal with the heredity side of the problem only,

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and through the performance records of the individual ears we perpetuate the high yielding strains.

The following table will serve to illustrate how this high yielding characteristic is transmitted from one generation to another.

Johnson County White  
Strain No. 122

Year	1907	1908	1909	1910	1911	1912	1913
Yield	100.0	84.0	94.0	104.3	67.2	134.0	56.0
Year	1914	1915	1916	1917	1918	1919	
Yield	78.4	85.6	69.1	104.7	79.9	Average	

It may be that owing to a poor season the yield will be reduced, as in 1911, but the power of reproduction is so well established in this well bred strain that it made the heavy yield of 134.0 bushels to the acre the following

year. The same thing was true of 1916 and 1917.

To illustrate how it is possible to influence the physical characters of corn we show a picture of our high and low variety.

Ten years

ago this corn was all of the same height, but by selecting the high ears and the low ears, and breeding from these we have been able to grow corn as is shown by Sconce's Low-Reid Hybrid.





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Corn planting started last spring on Fairview Farm April 29th, and as the corn was extremely early we were able to select a great amount of the finest seed that we have ever offered. The seed was hand picked off the standing stalks and stored in a well ventilated, furnace heated seed house. This insures a high germination and seed with wonderful vitality. This also insures a rigid inspection, as the ear is first selected by its position on the standing stalk, being high enough for easy husking, and not so high that the stalk will be broken by the wind. These ears are again inspected when they are unloaded at the seed house, and again when they are placed in the wire racks for drying.

The last and most rigid inspection occurs when these ears are packed in the bushel crates for shipment to you.

During the winter months about fifteen thousand ears are tested for germination for our own planting, and from this test we are able to guarantee to you a germination per cent that will insure you a perfect stand of corn when planted in your fields.

### JOHNSON COUNTY WHITE

*(See Cover)*

This wonderful corn has the reputation of being the greatest prize winner of all the other varieties of corn put together, as it has won more National and State corn show prizes than all other varieties combined. It not only has the attractive appearance that is so pleasing to the eye but it has the proportion of shelled corn to cob, the perfect shape of ear, and most of all the ability to produce a great yield of corn to the acre.

The ears are from 9 to 11 inches long,  $7\frac{1}{2}$  to  $8\frac{1}{2}$  inches in circumference, 18 to 22 rows of kernels and matures in 120 days. A reference to the table on page 5 will give you an idea of how this corn yields, on soil without any fertilization, other than crop rotation, as the breeding grounds are operated without the aid of fertilizers. Every ear of seed that will be sold this year is a direct descendant of such ears as 122 and will

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## FAIRVIEW FARM SEED CO.

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continue to produce such averages as are shown in this table.

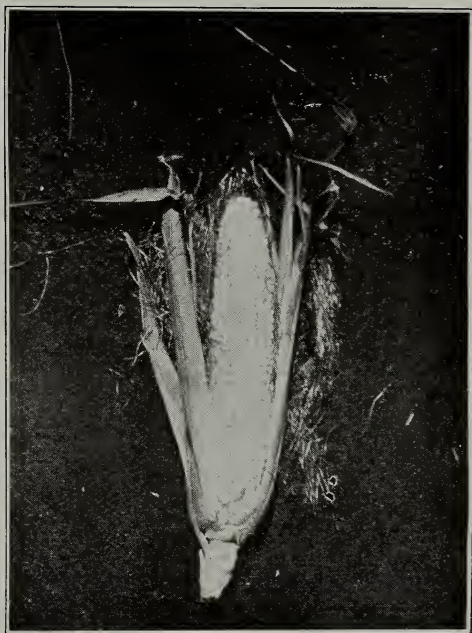
The seed corn that we have to offer of this variety this season is an especially fine lot, and will meet the approval of the most critical.

Price \$7.00, one to five bushels; \$6.00 over five bushels. Either ear or shelled.

### COUNTRY GENTLEMAN.

For a late or medium late sweet corn this variety cannot be improved on. This large shoe-peg type of ear is a general favorite everywhere and as we have the disease-resistant seed, we are in a position to offer something new in the way of high-grade seed.

The seed this year is of a very large variety, having been bred for several years for extreme size, and as it has



Country Gentleman

been perfectly dried, shelled and recleaned we offer this year seed that will meet with the approval of the most critical.

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### REID YELLOW DENT

This great variety of corn is so well known all over the world that a thorough description is hardly necessary, as it is one of the greatest varieties of corn that has ever been developed. Starting with its first appearance as a distinct variety in 1856, being selected and bred by the most intelligent breeders of the country since that time, it is offered here as the finest yellow corn in existence.

Of all the varieties of corn tested at the University of Illinois with the test extending over a period of seven years, Reid Yellow Dent produced a greater average yield than any other variety, was second in the northern part of the state and second in the southern part of the state. This shows that it is able to adapt itself to local and climatic conditions.

This characteristic is a most valuable asset in any variety of corn, as it enables the seed shipped from one locality to another to produce a fine crop the first year, which many varieties are not able to do.

This variety of corn is from 9 to 11 inches long, 16 to 22 rows of kernels and matures in 110 days. All the ears of Reid Yellow Dent grown on Fairview Farm this past season trace their ancestry back to two ears produced in 1905. The progeny of these two ears have made an average yield in the breeding grounds of 78.0 and 80.1 bushels to the acre for the past twelve years.

This year we have the largest and finest seed that we have ever grown and we invite inspection of this seed before purchasing, as we know that we have the finest lot of Reid Yellow Dent seed ever offered for sale.

Price \$7.00, one to five bushels

Price \$6.00 over five bushels.

Either ear or shelled.



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### CORN FLAKE YELLOW

This beautiful show corn is not only beautiful and symmetrical in form but is a wonderful yielding variety, and we have again this year a most wonderful lot of seed that will be a pleasure to ship our customers, as we know that it will please everyone.

It is a very large yellow corn, maturing at the same time as Reid, but of a rougher type and longer kernel. The ears are very cylindrical, butts and tips well filled, and shells a very high percentage of marketable corn. We have grown this variety of corn for several years and it has stood the severe test that we place on all varieties before offering them to our customers, so we have no hesitancy in placing this variety alongside our other standards.

Prices—\$7.00 per bushel, one to five bushels.

\$6.00 per bushel, over five bushels.

We only sell the corn that we raise on Fairview Farm. We will sell no corn that is not raised by our men on our own farms, and when our supply is exhausted, it will be impossible to purchase seed corn of us, as we will sell nothing but what was grown under our direct supervision, selection and crated in the same manner. Therefore place your order early, and we will hold your corn until directed to ship. You will then be assured that your seed corn will reach you in time for planting. that it will grow, and be true to name.

Check, money order, or draft, must accompany all orders. Orders will be shipped as soon as received unless otherwise notified to hold.

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### SWEET CORN.

Golden Bantam, that wonderfully sweet little yellow corn that cannot be equalled in quality, is one of the good varieties that we are offering this year. Everyone knows of this sweet corn. That it should be in every garden in the entire country, you will agree with us. This past year we are co-operating with Purdue



Golden Bantam

University of Indiana in developing a disease-resistant strain of Golden Bantam, Stowell's Evergreen and Country Gentleman, and we have seed this year grown from disease-resistant seed that will make a profitable

crop another year. We have an exceptional lot of seed, shelled and re-cleaned at the following prices:

30 cents a pound. Postpaid.

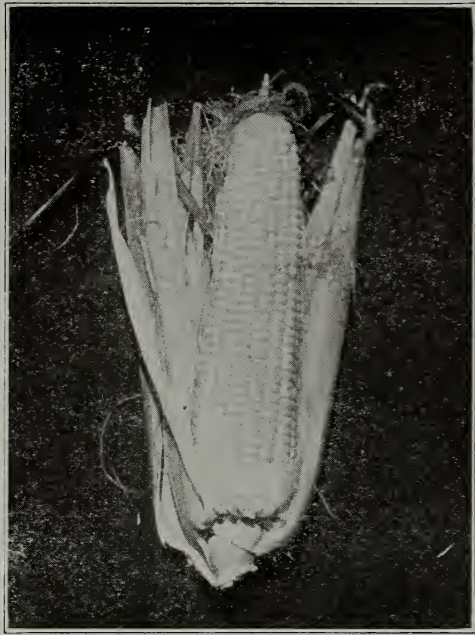
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### STOWELL'S EVERGREEN.

This large standard variety is the main crop of the canneries, and also the big crop of the home gardens. It has been our aim to create a new strain of this variety that will be resistant to disease, thereby insuring a safe crop for the commercial grower,



Stowell's Evergreen

and we have something to offer this year that is the best.

The ears are very large, full of sugar, and very productive, making a tremendous yield.

### THE CRIMSON BEAUTY

is our newest offering in the sweet corn line. It is a handsome crimson corn, as sweet as any sugar corn ever grown. A medium early, prolific, fine yielding variety, and the kernels are easily removed from the cob.

This is a fine variety to follow some of the extra early varieties, and should be given a trial in every home garden.

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## THE BANTAM-COLOSSAL

is a hybrid of the Go'den Bantam and two crosses of the White Colossal, the beautiful early corn from Maine.



Bantam-Colossal

This yellow cream colored hybrid is extremely sweet, medium early, grows very large handsome ears, and is the delight of every family who has had an opportunity to test the flavor.

Price—30 cents a pound. Prepaid.





